

ORDER



KSNV

Orders	Order / Rev:	102139
	Alt Order #:	06815978
	Product Desc:	JOE HECK 4 CONGRESS
	Estimate:	2214
	Flight Dates:	10/22/12 - 10/28/12
	Original Date / Rev:	05/24/12 / 07/17/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Strategic Media Placement, Inc.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>7669 Stagers Loop</u>
		<u>Delaware, OH 43015</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heck, Joe for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	86	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	86	\$39,075.00	\$33,213.75	0.00
Total	200	\$200,000.00	\$166,640.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McGarry	St. Louis	Start Of Order - End Of Order	100%	

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	37%	\$39,075.00
Market	100%	\$105,608.11

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVUU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F	5-6a WakeUp w/Wagners		5-6a		MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12		MTWTF--		5		\$200.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM		5	\$1,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$200.00 0.00															
E 2	KSNV	10/22/12	10/26/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	10	\$475.002	0.00	NM		10	\$4,750.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 10 \$475.00 0.00															
E 3	KSNV	10/22/12	10/26/12	Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.002	0.00	NM		10	\$5,000.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 10 \$500.00 0.00															
E 4	KSNV	10/22/12	10/26/12	M-F Today Show II 3rd 10M	9-10a		MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
M-F Today Show II															
TODAYII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$225.00 0.00															
E 5	KSNV	10/22/12	10/26/12	M-F Today Show III 4th 10M	10am-11am		MTWTF--	:30	5	\$175.002	0.00	NM		5	\$875.00
Today 4th Hour															
TODAYIII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$175.00 0.00															
E 6	KSNV	10/22/12	10/26/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$225.00 0.00															
E 7	KSNV	10/22/12	10/26/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$250.002	0.00	NM		2	\$500.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 2 \$250.00 0.00															
E 8	KSNV	10/22/12	10/26/12	M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.002	0.00	NM		15	\$8,625.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 15 \$575.00 0.00															
E 9	KSNV	10/22/12	10/26/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$795.00 0.00															
E 10	KSNV	10/22/12	10/26/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$795.00 0.00															
E 11	KSNV	10/22/12	10/26/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.002	0.00	NM		5	\$2,250.00
CM															
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$450.00 0.00															
E 12	KSNV	10/22/12	10/26/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.002	0.00	NM		5	\$2,875.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12 10/28/12 MTWTF-- 5 \$575.00 0.00															
E 13	KSNV	10/22/12	10/26/12	CM	1135p-1237a	MTWTF--	:30	3	\$275.002	0.00	NM		3	\$825.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show															
Tonight Show															
LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		3				\$275.00		0.00			
E 14	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.002	0.00	NM		2	\$1,050.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----SS		2				\$525.00		0.00			
E 15	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.002	0.00	NM		1	\$200.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$200.00		0.00			
E 16	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$325.00		0.00			
E 17	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.002	0.00	NM		1	\$250.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$250.00		0.00			
E 19	KSNV	10/27/12	10/27/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.002	0.00	NM		1	\$350.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$350.00		0.00			
													Totals	86	\$39,075.00